

U.S. DEPARTMENT OF STATE
U.S. EMBASSY FRANCE
Notice of Funding Opportunity

Funding Opportunity Title:	Start US Up - Marseille
Funding Opportunity Number:	PAS-France-FY2021-06
Deadline for Applications:	August 20, 2021 – 18:00 CET
Assistance Listing Number:	19.040 – Public Diplomacy Programs
Total Amount Available:	\$102,500.00

A. PROGRAM DESCRIPTION

The U.S. Embassy in France of the U.S. Department of State announces an open competition for organizations to submit applications to run a six-month entrepreneurship and leadership program for 20-30 PACA region participants with a component related to sports.

Please follow all instructions below.

Priority Region: France

Program Objectives:

The U.S. Embassy in France created Start US Up in 2014 to support new entrepreneurs and reinforce the leadership skills and networked needed to succeed as an entrepreneur. The program aims to provide participants both with activities that build the hard skills an entrepreneur needs (pitching, drafting a business plan, financial management) and sports activities that help build self-confidence, teamwork, and leadership skills also needed in a successful entrepreneur. The 2022 program will also include gatherings of the Start US Up alumni club around networking and follow-up events; the maintenance of an alumni online directory; as well as English classes for the participants to learn how to pitch their entrepreneurial projects in an international environment.

The partner organization will be responsible for designing and implementing this six-month program in which participants take part in weekly workshops facilitated by American and French experts, receive assistance in developing their projects, and refine their objectives and strategy to make their businesses viable. The partner organization will recruit and select participants (with the Embassy serving on the selection jury). The partner will secure successful and inspirational American and French entrepreneurs, as well as top French athletes to provide keynote addresses and seminars for participants. The partner organization will arrange for English classes to support participants learning how to pitch in an international environment. In addition, the partner will design and lead sports activities (boxing, running, physical training etc.) to develop participants' leadership skills and self-confidence. The partner will organize a trip in France during which the participants will take part in a physical and endurance challenge. The program will end with the participants pitching their business projects to a professional jury at the U.S Embassy. After the six-month training, the Start US Up participants will be prepared to apply for ESS 2024, the incubator launched by Paris 2024 to assist start-ups involved in the Paris Olympics. They will also be able to join the alumni club and take part in its networking events and have access to the alumni online directory created by the partner organization.

The 2024 and 2028 Olympic Games will respectively take place in Paris and Los Angeles. The cooperation agreement between the two cities aims at fostering a transatlantic dialogue and best practice exchanges on four major themes related to the Olympics' legacy: sports and innovation, solidarity and inclusion, events, and sustainable development. Participants in Start US Up should have entrepreneurial projects linked to the above-identified Paris Olympics themes. Preference will be given to start ups with social impact. The Start US Up program should be designed accordingly, with a focus on sustainable businesses.

The Marseille Start US Up chapter will follow the same calendar as the Ile-de-France chapter. Any successful applicant for the Start US Up Marseille grant must organize joint programs with the Paris chapter one time per month, with the chapters alternating hosting duties every other month. Proposals should include an explanation of how the applicant will work with the Start US Up Paris program.

The grantee shall create a robust communication plan advertising the program, the participants' successful endeavors, and the U.S. Embassy involvement.

What we expect from the partner:

1. INSTRUCTION

- The training program must reflect the values and objectives of Start US Up. The grantee will present an example of the proposed program in their application with explanation.
- Workshops and courses shall take place in an easily accessible, safe environment, adapted to the format of the sessions.
- Create a schedule of training in advance of the program, with consistent start and stop times. Each session should allow sufficient time for startups to ask questions and receive guidance from trainers and speakers.
- Ensure the content of the courses and speakers reflect the dual French and American perspectives on entrepreneurship and leadership. The grantee application should include a sample list of 10 guest speakers.
- Organize and lead the sports trainings as well as the annual trip.

2. RECRUITMENT OF START UPS

- The grantee must recruit potential candidates by promoting the program widely. The grantee will present its strategy in the application.
- The grantee will organize the candidate selection process by selecting the members of the jury and by securing appropriate location for the candidate presentation.

3. PROGRAM COORDINATION

- The grantee will develop and maintain the Start US Up network in order to strengthen the reputation of the program among professionals, the network of the Olympic Games, and the government representatives. The grantee will present the network and development strategy in the application file.
- The grantee will ensure coordination of the program with the different program partners such as: the U.S. Embassy in France, the Paris Start US Up chapter, and other possible partners.

4. COMMUNICATION AND REPORTING

- The grantee will create and implement a communications plan for the Start US Up program: including development of the website, development of content, development of social networks, public and press relations. The grantee will present its strategy in its application.
- The grantee will follow all required administrative procedures and maintain regular communication with the Embassy on future planning and progress of the program.

Participants and Audiences:

18-35 year-old dedicated youth from within and around Ile-de-France who have an entrepreneurial project linked to the 2024 Paris Olympic Games' legacy. Participants should include a mixture of economic background and educational and professional trajectories.

B. FEDERAL AWARD INFORMATION

Length of performance period:	Nine months from November 2, 2021 through July 31, 2022
Number of awards anticipated:	One award
Award amounts:	Award may range to a maximum of \$102,500.00
Total available funding:	\$102,500.00
Type of Funding:	FY2021 Smith-Mundt Public Diplomacy Funding
Anticipated program start date:	Program planning should begin in November 2021 with program implementation starting in January 2022

This notice is subject to availability of funding.

Funding Instrument Type: Cooperative Agreement. Cooperative agreements are different from grants in that bureau/embassy staff are more actively involved in the grant implementation. The U.S. Embassy in France Public Diplomacy Section (PDS) will approve the calendar of scheduled trainings, speakers involved, and all travel plans. PDS will take part in the selection of participants. PDS will also review and approve the program communication plan.

Program Performance Period: Proposed programs should be completed in nine months or less.

C. ELIGIBILITY INFORMATION**1. Eligible Applicants**

The following organizations are eligible to apply:

- The U.S. Embassy France Public Affairs Section encourages applications from U.S. and French not-for-profit organizations.
- For-profit and commercial entities are not eligible to apply.

2. Cost Sharing or Matching

Inclusion of cost share is not a requirement of this opportunity.

3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a unique entity identifier (Data Universal Numbering System/DUNS number from Dun & Bradstreet), as well as a valid registration on www.SAM.gov. Please see Section D.3 for information on how to obtain these registrations. Individuals are not required to have a unique entity identifier or be registered in SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Application forms required below are available on the U.S. Embassy France website or at <https://www.grants.gov/web/grants/forms.html>

2. Content and Form of Application Submission

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered

The following documents are **required**:

a. Mandatory application forms (Applications forms required below are available on the U.S. Embassy in France website or at <https://www.grants.gov/web/grants/forms/forms-repository.html>).

- **SF-424 (Application for Federal Assistance – organizations)**
- **SF-424A (Budget Information for Non-Construction programs)**

b. Summary Page: Cover sheet stating the applicant's name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

c. Proposal (10 pages maximum): The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The "goals" describe what the program is intended to achieve. The "objectives" refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.

- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Sustainability** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

d. Budget Justification Narrative: After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

e. Attachments:

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- If your organization has a Negotiated Indirect Cost Rate Agreement (NICRA) and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file.
- Official permission letters, if required for program activities
- **Agreement to collaborate with the Paris Start US Up implementing partner, creating joint activities and programs**

3. Unique Entity Identifier and System for Award Management (SAM.gov)

Required Registrations:

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management \(SAM\)](#) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), "Debarment and Suspension." Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>

NCAGE application: Application page here: <https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

For NCAGE help from within the U.S., call 1-888-227-2423; For NCAGE help from outside the U.S., call 1-269-961-7766; Email NCAGE@dliis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto:

<https://www.sam.gov>. SAM registration must be renewed annually.

You can also refer to the PDF "Instructions DUNS NCAGE SAM.GOV" available on the Embassy website.

4. Submission Dates and Times

Applications are due no later than August 20, 2021 at 18:00 CET

5. Other Submission Requirements

All application materials must be submitted by email to GrantsFrance@state.gov

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below.

Quality and Feasibility of the Program Idea – 20 points: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational Capacity and Record on Previous Grants – 20 points: The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Program Planning/Ability to Achieve Objectives – 15 points: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

Budget – 10 points: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Monitoring and evaluation plan – 15 points: Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

Sustainability – 10 points: Program activities will continue to have positive impact after the end of the program.

Support of Equity and Underserved Communities – 10 points: Proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

2. Review and Selection Process

A review committee will evaluate all eligible applications. Successful and unsuccessful candidates will be notified in writing no later than September 30, 2021.

3. Federal Awardee Performance & Integrity Information System (FAPIIS)

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

- i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);
- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;
- iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.206 Federal awarding agency review of risk posed by applicants.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Payment Method: Payments are requested by the recipient organization through form SF-270 - Request for Advance or Reimbursement and submitted to the Grants Officer. The Recipient organization may request payments on a reimbursement or advance basis. Advance payments must be limited to the minimum amounts needed and be timed to be in accordance with the actual, immediate cash requirements. The Grants Officer reserves the right to amend the final amount to be reimbursed after reviewing the final progress and financial reports.

2. Administrative and National Policy Requirements

Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply.

These include:

- [2 CFR 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT](#)
- [2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION](#)
- [2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS](#)
- [2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE \(FINANCIAL ASSISTANCE\)](#)
- [2 CFR 183 - NEVER CONTRACT WITH THE ENEMY](#)
- [2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS](#)
- [U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS](#)

In accordance with the Office of Management and Budget's guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- [Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations](#) (2 CFR), as updated in the Federal Register's 85 FR 49506 on August 13, 2020, particularly on:
 - Selecting recipients most likely to be successful in delivering results based on the program objectives through an objective process of evaluating Federal award applications (2 CFR part 200.205),
 - Prohibiting the purchase of certain telecommunication and video surveillance services or equipment in alignment with section 889 of the National Defense Authorization Act of 2019 (Pub. L. No. 115—232) (2 CFR part 200.216),
 - Promoting the freedom of speech and religious liberty in alignment with *Promoting Free Speech and Religious Liberty* (E.O. 13798) and *Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities* (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
 - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
 - Terminating agreements in whole or in part to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).

In accordance with the [Executive Order on Advancing Racial Equity and Underserved Communities](#), proposals should demonstrate how the program advances equity with respect to race, ethnicity, religion, income, geography, gender identity, sexual orientation, and disability. The proposal should also demonstrate how the program will further engagement in underserved communities and with individuals from underserved communities. Proposals should demonstrate how addressing racial equity and underserved communities will enhance the program's goals and objectives, as well as the experience of participants.

The support of underserved communities will be part of the review criteria for this opportunity. Therefore, proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

Applicants should be aware of the post award reporting requirements reflected in [2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters](#).

Foreign Assistance Data Review: As required by Congress, the Department of State must make progress in its efforts to improve tracking and reporting of foreign assistance data through the Foreign Assistance Data Review (FADR). The FADR requires tracking of foreign assistance activity data from budgeting, planning, and allocation through obligation and disbursement. Successful applicants will be required to report and draw down federal funding based on the appropriate FADR Data Elements, indicated within their award documentation. In cases of more than one FADR Data Element, typically program or sector and/or regions or country, the successful applicant will be required to maintain separate accounting records.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS Paris at GrantsFrance@state.gov

Note: we do not provide any pre-consultation for application related questions that are addressed in the Notice of Funding opportunity. Once an application has been submitted, U.S. Embassy Paris staff may not discuss this competition with applicants until the entire proposal review process is completed.

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.